

Women's Pure Silk Hose, \$1.95 Pair

Women's Full Fashioned Pure Silk Hose, perfect quality, in black and street shades; lisle garter tops. NO PROFIT SALE PRICE.....**\$1.95**
First Floor.

PRINTED VOILES 25c Yard

Fine quality Printed Voiles, light and dark grounds, in floral effects, scroll patterns, set figures and conventional designs. Full 25 inches wide. NO PROFIT SALE PRICE.....**25c**
First Floor.

STORE HOURS: Open 9:15 A. M.; Close 6 P. M.

IT PAYS TO DEAL AT

Goldenberg's

BOTH SIDES OF 7TH AT K ST. THE DEPENDABLE STORE

Cork Filled Linoleums 29c Sq. Yd.

Run of the Mill Cork-filled Burlap Linoleums, 8-quarter width; in plain brown only; mill lengths from 2 to 15 square yards. Subject to slight imperfections. NO PROFIT SALE PRICE.....**29c**
Fourth Floor.

Genuine Crex Rugs At \$5.45

Genuine Crex Rugs, each bearing the well-known mill trade mark, strictly perfect quality, in green, blue or brown stenciled designs; sizes 9x7 ft., 9x6½ ft., and 9x6 ft. NO PROFIT SALE PRICE.....**\$5.45**
Fourth Floor.

"NO PROFIT" SALE!

For Tuesday Only—A Mammoth Distribution of New and Seasonable Merchandise

TOMORROW-- A Sale Unique in the Annals of Merchandising, in which we strike a blow at H. C. L. and present opportunities to economize such as have never been equaled. This "No Profit" Sale means just what its name implies—the selling of goods at prices on a NO PROFIT basis on today's wholesale market. Every item in this advertisement is offered to you—some at today's actual wholesale cost or less, others with only our necessary overhead expenses added. Our customers will be quick to recognize the facts, and equally as prompt to avail themselves of the splendid savings offered. The values speak for themselves—come, expecting to find money-saving opportunities out-of-the-ordinary in every department.

WE GUARANTEE that every article advertised for tomorrow is Fresh, New, and Desirable. We must reserve the right to limit the quantities to each purchaser, and we cannot accept mail or phone orders.

27-inch Dress Gingham, 29c

27-inch New Dress Gingham, in a beautiful assortment of plaids, in a large array of lovely styles and colors. NO PROFIT SALE PRICE.....**29c**
First Floor.

Women's Drawers, 49c

Women's Muslin Drawers, good quality; ruffle of tucks; open and closed styles. NO PROFIT SALE PRICE.....**49c**
Third Floor.

Women's Sweaters, \$6.49

Women's All Wool Coat Sweaters, stylish colors, belts and pockets; in rose, maroon and brown. NO PROFIT SALE PRICE.....**\$6.49**
Third Floor.

Envelope Chemise, \$1.29

Nainsook Envelope Chemise, yokes of laces and insertions; built up shoulders; also some lace straps; square and V neck styles. NO PROFIT SALE PRICE.....**\$1.29**
Third Floor.

Boys' Blouse Waists, 95c

Of light striped percale and plain blue chambray, also dark stripe gingham; collar attached style; top pocket, open cuffs and trimmed with pearl buttons; twin needle stitched; sizes 6 to 15 years. NO PROFIT SALE PRICE.....**95c**
Third Floor.

Boys' Knickerbocker Pants, \$1.85

Boys' Corduroy Knickerbocker Pants, dark mode shade; wide wale corduroy; full cut sizes 8 to 16 years. NO PROFIT SALE PRICE.....**\$1.85**
Third Floor.

New Spring Coats, \$17.85

Misses and Women's New Spring Coats, showing all the smartest effects, in sport and three-quarter lengths; materials of polo cloth, wool velour, tweeds, etc.; chic pleated, tailored and sport coats; all popular shades; sizes 16 to 44. NO PROFIT SALE PRICE.....**\$17.85**
Second Floor.

Children's Sleeping Garments, 89c

Children's White Flannellette Sleeping Garments, good, heavy quality, made with feet and drop seat. Also a few striped garments in the lot; sizes 2 to 6 years. NO PROFIT SALE PRICE.....**89c**
Third Floor.

Infants' Nightgowns, 55c

Infants' Nainsook Nightgowns, fine quality; plain and ruffle trimmed styles; well made and finished; sizes 1 to 3 years. NO PROFIT SALE PRICE.....**55c**
Third Floor.

R & G Corsets, \$1.59

R. & G. Corsets, pink coutil; topless models, with medium hips, sizes for slender figures. NO PROFIT SALE PRICE.....**\$1.59**
Third Floor.

Corset Covers, 55c

Women's Corset Covers, of nainsook; trimmed with wide embroidered edgings; back and front; full cut sizes. NO PROFIT SALE PRICE.....**55c**
Third Floor.

Pebeco Tooth Paste, 34c

Full size tubes of Pebeco Tooth Paste; a superior grade dentifrice. Tax, 2c extra. NO PROFIT SALE PRICE.....**34c**
First Floor.

Crex de Luxe Rugs, \$2.95

Genuine Crex de Luxe Grass Rugs, size 3x6 ft.; strictly perfect quality; in beautiful stenciled designs, of green, blue and red mixtures. NO PROFIT SALE PRICE.....**\$2.95**
First Floor.

White Chiffon Voile, 29c Yard

40-inch White Chiffon Voile, a superbly two-ply quality; for dainty waists and dresses. NO PROFIT SALE PRICE.....**29c**
First Floor.

Talcum Powder, 19c Can

Djerkiss Talcum Powder, white or flesh tint. Tax, 1c extra. NO PROFIT SALE PRICE.....**19c**
First Floor.

Sport Handkerchiefs, 14c

Women's Sport Handkerchiefs, many dainty and novel patterns; variety of colorings and designs. NO PROFIT SALE PRICE.....**14c**
First Floor. Limit four.

Douglas Starch, 5c Package

Full size twelve-ounce packages of Douglas Starch. NO PROFIT SALE PRICE.....**5c**
Basement.

Oriente Coffee, 40c Pound

Oriente Brand Coffee, one pound packages. Fresh stock. NO PROFIT SALE PRICE.....**40c**
Basement.

Gas Lights, 46c

Invited Gas Lights, all complete; give soft, brilliant light. Easily adjusted. NO PROFIT SALE PRICE.....**46c**
Basement.

Boys' Blue Serge Suits, \$10.49

Boys' All Pure Worsted Navy Blue Serge Suits, belted Norfolk model, with full lined knickerbocker pants; sizes 7 to 16 years. Fine, hard-twisted, narrow twill serge. NO PROFIT SALE PRICE.....**\$10.49**
Third Floor.

Boys' School Suits, \$6.85

Boys' School Suits, spring weight and dark colorings; belted coat with slash pockets; full lined knickerbocker pants; sizes 8 to 17 years. NO PROFIT SALE PRICE.....**\$6.85**
Third Floor.

New Spring Frocks, \$23.90

Beautiful New Dresses, of tricotine, serge, wool jersey, taffeta, gayer cottons and satin; all the season's prettiest models, choice of embroidered, beaded, tunic, tailored, trimmed, draped and new sport models; all wanted shades. NO PROFIT SALE PRICE.....**\$23.90**
Second Floor.

Women's Handkerchiefs, 7c

Dainty cross barred and corded border lawn; sheer quality, linen finish grade. NO PROFIT SALE PRICE.....**7c**
First Floor. Limit six.

Shriver's Peas, 11c Can

Shriver's Silver Brand Early June Peas, full size cans. NO PROFIT SALE PRICE.....**11c**
Basement.

Pork and Beans, 11c Can

Campbell's Pork and Beans, with tomato sauce. Full size cans. NO PROFIT SALE PRICE.....**11c**
Basement.

Red Star Diapers, \$2.98 Dozen

27-inch Red Star Diapers, hemmed ready for use; sealed sanitary cartons, containing one dozen. NO PROFIT SALE PRICE.....**\$2.98**
First Floor.

Elastic Veils, 25c

Elastic Veils, easily adjusted; fancy motif and dotted effects; in black, brown, taupe and navy blue. NO PROFIT SALE PRICE.....**25c**
Veiling Dept.—First Floor.

Windsor Ties, 39c

Silk Windsor Ties, assorted stripes, checks and plaids. Good quality silks. NO PROFIT SALE PRICE.....**39c**
First Floor.

Black Lining Satine, 59c Yard

Black Lining Satine, mercerized quality; full yard width; black colorings; all plain shades. NO PROFIT SALE PRICE.....**59c**
First Floor.

Children's Dresses, \$1.69

Children's Gingham Dresses, assorted plaids with white collars, belts and pockets; all assorted colorings; sizes 6 to 14 years. NO PROFIT SALE PRICE.....**\$1.69**
Third Floor. (Limit two.)

Men's Lee Unionalls, \$3.85

Men's Lee Unionalls, the best work suit made; regulation army khaki cloth; sizes 36 to 44. NO PROFIT SALE PRICE.....**\$3.85**
First Floor.

Hair Nets, 11c Each

Fashionette Hair Nets, the standard grade, in cap or fringe shapes; assorted shades. NO PROFIT SALE PRICE.....**11c**
First Floor. Limit two.

Men's Holeproof Hose, 40c Pair

Men's Genuine Holeproof Hose, light-weight, with gauge weight; black and plain shades. NO PROFIT SALE PRICE.....**40c**
First Floor.

Men's Underwear, 75c

Men's Lawrence Mills Balbriggan Underwear; short sleeve shirts, full length drawers with reinforced seat; perfect quality. NO PROFIT SALE PRICE.....**75c**
First Floor.

Rit Soap Dye, 6c Cake

Full size cakes of Rit, the magic soap dye; in a good assortment of shades. NO PROFIT SALE PRICE.....**6c**
Notion Department. Limit three cakes.

Heavy China Matting, 28c Yard

Seamless heavyweight close woven China Matting, in blue, green and brown colorings; stripes and check effects. NO PROFIT SALE PRICE.....**28c**
Fourth Floor.

Lace Trimmed Scarfs, 57½c

50 dozen Lace Trimmed Scarfs, variety of styles, suitable for buffet or dresser use. Regulation length. NO PROFIT SALE PRICE.....**57½c**
First Floor.

New Trimmed Hats at \$7.15

Newest Spring Millinery may be bought tomorrow in this "No Profit" Sale minus our fair and reasonable profit. A glance at the beautiful styles will quickly convince you of the unusual advantages this one-day event offers. Trimmed Hats of Lisero, Sport Hats, Celophane Hats in Black, Brown and Navy Blue, and Hats of Fancy Straws, trimmed with ornaments, flowers, fancies, ribbons, etc. Shapes include, Mitzi Sailors, Pokes, Mushrooms, and Chin Chin Sailors.

Untrimmed Hats, \$2.10

New and becoming shapes selected from our regular stock and offered at a profitless price tomorrow. Large and varied assortment of the latest shapes for Spring, of China Piping and Jap. Straws, in Black, Brown and Navy Blue. Millinery Department—Second Floor.

Sheet Music, 2 for 5c

Sheet Music, including vocal and a few instrumental numbers. Perfect condition. NO PROFIT SALE PRICE. TWO for.....**5c**
Basement.

Women's Gloves, \$2.50 Pair

A purchase of Women's Capeskin and Kid Gloves, also broken lots and assortments from our regular stock. One and two clasp styles. In tan, mode, pearl, gray, putty, and ivory. All sizes in the lot, but not in each kind. NO PROFIT SALE PRICE.....**\$2.50**
First Floor.

Crochet Laces, 9c Yard

Crochet Laces, edgings and insertions; two inches wide; desirable patterns for trimming purposes. NO PROFIT SALE PRICE.....**9c**
First Floor.

Moisture Proof Maline, 44c Yard

Moisture Proof Maline, extra fine quality, in black, white, street and evening shades. NO PROFIT SALE PRICE.....**44c**
Neckwear Dept.—First Floor.

Georgette Crepe Blouses, \$4.88

Beautiful New Spring Georgette Crepe Blouses, all the smartest effects, kimono, three-quarter and half sleeves; round neck, with collars and collarless styles; tailored, tucked and trimmed models; in navy blue, beige, blue dawn, orchid, flesh or white; sizes 36 to 46. NO PROFIT SALE PRICE.....**\$4.88**
Second Floor.

White India Linon, 24c Yard

36-inch White India Linon, a fine sheer crisp quality; bleached to a snowy whiteness. NO PROFIT SALE PRICE.....**24c**
First Floor.

Men's Trousers, \$5.87 Pair

Men's and Young Men's Separate Trousers, good quality materials, in neat stripes, dark mixtures, plain greens, plain Oxford gray and pepper and salt mixtures; size 29 to 40. NO PROFIT SALE PRICE.....**\$5.87**
First Floor.

Satin Messaline, \$2.19 Yard

35-inch Satin Messaline, a pure silk, rich satin face, chiffon finish grade, all wanted street and evening shades, including plenty of navy blue and black. NO PROFIT SALE PRICE.....**\$2.19**
First Floor.

All-Wool Serge, \$1.35 Yard

36-inch All-Wool Imperial Serge, a double twill quality, in a perfect shade of navy blue. NO PROFIT SALE PRICE.....**\$1.35**
First Floor.

Solid Gold Lavalliers, 88c

Solid Gold Lavalliers, dainty ten-karat jeweled pendants; complete with solid gold soldered link neck chain. NO PROFIT SALE PRICE.....**88c**
(Limit one to a buyer.) First Floor.

Women's Silk Handbags, \$2.09

Women's Silk Handbags, of moire silks, in black, navy blue, brown and taupe; oxidized silver frames and chain handles; popular shaped one-piece bags. NO PROFIT SALE PRICE.....**\$2.09**
First Floor.

Washable Cretonnes, 37c Yard

2,000 yards of yard-wide Washable Cretonnes, in light and dark floral, stripe and bird designs. For draperies, furniture covers, etc. NO PROFIT SALE PRICE.....**37c**
First Floor.

Men's and Women's Umbrellas, \$1.95

26 and 28-inch sizes; fast black rainproof covers; paragon frames; good assortment of handles, including many silk cord wrist loops; fancy carved and plain missions. NO PROFIT SALE PRICE.....**\$1.95**
First Floor.

Women's Underwear, 29c

Women's Cotton Fleece Underwear, separate garments; shirts with high neck and long sleeves; ankle pants; sizes 36 and 38. NO PROFIT SALE PRICE.....**29c**
First Floor.

Check Glass Toweling, 19c Yard

Mill lengths of Check Glass Toweling, in red or blue checks; suitable for all kinds of kitchen use. NO PROFIT SALE PRICE.....**19c**
First Floor.

"Boy Scout" Hosiery, 47c

"Boy Scout" Hosiery, for children, good serviceable quality; reinforced foot; good leg length. All sizes. NO PROFIT SALE PRICE.....**47c**
First Floor.

Women's Underwear, 49c

Broken assortments of Women's Fall and Winter Underwear, skirts and pants, in various styles. NO PROFIT SALE PRICE.....**49c**
First Floor.

Opaque Window Shades, 62c

Heavy Opaque Cloth Window Shades, size 3x6 ft. Mounted on good strong spring rollers, white, ecru and greens. NO PROFIT SALE PRICE.....**62c**
Fourth Floor.

Feather Bed Pillows, 68c

Large size Feather Bed Pillows, covered with heavy art tickings, filled with sterilized curled feathers. NO PROFIT SALE PRICE.....**68c**
Fourth Floor.

Children's and Misses' Handbags, 69c

Children's and Misses' Handbags, assorted styles, in silks and leathers; many pretty styles and shapes; miniature reproductions of the up-to-date styles in women's bags. NO PROFIT SALE PRICE.....**69c**
(Limit, two to a buyer.) First Floor.

Aluminum Saucepans, 51c

Aluminum Lipped Saucepans; good size; high grade guaranteed quality. NO PROFIT SALE PRICE.....**51c**
Basement.

Tin Foot Tubs, 63c

Heavy Tin, White Japanned, Oval shape Foot Tubs; good size; strong and durable. NO PROFIT SALE PRICE.....**63c**
Basement.

Children's Union Suits and Underwear, 49c

Odd lot of Children's Fall and Winter Weight Union Suits and Underwear; suits in sizes up to 10 years, separate garments in all sizes. NO PROFIT SALE PRICE.....**49c**
First Floor.

All-Wool Storm Serge, \$1.98

54-inch All-Wool Storm Serge, for tailored wear; in navy blue and black. NO PROFIT SALE PRICE.....**\$1.98**
First Floor.

Satin Taffeta Ribbons, 10c

Good quality Satin Taffeta Ribbons, for bows and trimmings; all light shades. NO PROFIT SALE PRICE.....**10c**
First Floor.

Simmons Springs, \$5.50

Simmons Twin Link Bed Springs, reinforced edge, finished corner; gray enameled finish. NO PROFIT SALE PRICE.....**\$5.50**
Furniture Store—Across the Street.

All Cotton Mattresses, \$8.50

All Cotton Mattresses, 5½-inch boxing; rolled edge; art ticking covered. NO PROFIT SALE PRICE.....**\$8.50**
Furniture Store—Across the Street.

White Iron Beds, \$5.75

White Enameled Iron Beds, in single bed sizes only; substantially made. NO PROFIT SALE PRICE.....**\$5.75**
Furniture Store—Across the Street.

Costumers at \$1.00 Each

Costumers, oak or mahogany finish; four pegs; strong made. NO PROFIT SALE PRICE.....**\$1.00**
Furniture Store—Across the Street.

Wool Finish Blankets, \$3.50

Factory labeled Wool Finish Blankets, have the appearance and finish of wool; white, tan, and gray, with fancy borders. NO PROFIT SALE PRICE.....**\$3.50**
Fourth Floor.

Stamped Huck Towels, 33c

Stamped Huck Towels, all white, fine close woven grade, in a variety of new designs; size 18 by 28 inches. NO PROFIT SALE PRICE.....**33c**
First Floor.

Women's High Shoes, \$5.00

Women's High Shoes, of patent colt, with satin tops; welled soles; leather Louis heels; sizes 2½ to 7. NO PROFIT SALE PRICE.....**\$5.00**
First Floor.

Hemmed Huck Towels, 19c Each

Hemmed Huck Towels, fine close-woven absorbent grade, suitable for hand or side towels; sizes 16½ inches. NO PROFIT SALE PRICE.....**19c**
First Floor.

Writing Paper, 15c Box

Writing Paper, good linen quality, in white or khaki color; full quire paper with envelopes to match. NO PROFIT SALE PRICE.....**15c**
First Floor.

Kodak Albums, 69c Each

Kodak Albums, size 5x7 inches; containing 50 sheets; loose leaf style; full cloth bound. Gold tint. NO PROFIT SALE PRICE.....**69c**
First Floor.

Fine Quality Ribbons, 75c

Beautiful New Ribbons, including double faced Dresdens, Flowered Taffetas, Satin and Taffeta, in dark stripes and designs. Widths up to 8 inches. NO PROFIT SALE PRICE.....**75c**
First Floor.

Men's Raincoats, \$10.38

Men's Raincoats, of cheviot rubberized cloth, in Oxford gray, made with belt and cuffed sleeves; sizes 34 to 46. NO PROFIT SALE PRICE.....**\$10.38**
First Floor.

Men's & Young Men's Suits, \$27.00

Of fine quality materials, suitable for early spring wear; half silk and alpaca lined. One and two-button form-fitting, straight front with outside sash pocket; black and white stripes, fancy pin stripes, dark mixtures and novelty materials. Sizes 34 to 40. NO PROFIT SALE PRICE.....**\$27.00**
First Floor.

Men's and Young Men's Suits, \$24.65

Men's and Young Men's Suits, taken from our regular stock, in gray, green and cheviot, in plain gray, green, dark mixtures, stripes and fancy patterns; double and single-breasted styles, one and two-button models; also waist lined and others; half and quarter lined. Sizes 33 to 35 only. NO PROFIT SALE PRICE.....**\$24.65**
First Floor.

Men's and Young Men's Overcoats, \$24.00

Of fine quality materials, mostly in plaid back heavy cloths, two-button ulsterette models, with loose belt; sizes 33 to 37. NO PROFIT SALE PRICE.....**\$24.00**
First Floor.

Women's Brown Shoes, \$6.50

Women's Brown Kid Shoes, button style, welled soles; leather Louis heels; sizes 2½ to 7. NO PROFIT SALE PRICE.....**\$6.50**
First Floor.

Ash Cans, \$1.96 Each

Heavy Corrugated Galvanized Iron Ash Cans, with iron band top and bottom; strong and durable; regulation size. NO PROFIT SALE PRICE.....**\$1.96**
Basement.

Moire and Novelty Ribbons, 29c

Pretty Moire and Novelty Ribbons, 5